



## Scale Your Local Catch FAQs

**Q: What types of business entities should apply for SYLC?**

A: We encourage all business types to apply and participate in the program but *our curriculum is geared towards Corporations (ex. LLC or S-Corp). Some program content (accounting, taxation, business formation) may not be 100% applicable to non-profit and cooperative business models. We will try our best to find materials relevant to non-profits or cooperatives but cannot guarantee that all of the information and resources necessary for your business model will be available through this program.*

**Q: How do you define a “seafood business”?**

A: The SYLC program is designed for seafood businesses that are currently selling products into direct marketing channels (farmers/fishermans markets; CSFs; off the boat; dockside; directly to institutions, retailers, cooperatives, etc) and have been in business for at least 2 years.

**Q: Are there minimum or maximum sales and operating requirements to apply to this program?**

A: We don't have minimum or maximum sales requirements for businesses applying to the program. The only operating requirements are that you self-identify as a small or mid-scale seafood business interested in scaling up your operation, sell a portion of your catch directly to consumers, and are committed to actively participating in a majority, if not all, of the training sessions.

**Q: How do you define a small vs mid-scale seafood business in terms of revenue or number of employees, etc?**

A: We acknowledge that all sizes of businesses need training and support and therefore have not defined the terms small or mid-scale by revenue or number of employees. SYLC will remain inclusive of those who are in need of support and self-identify as small or mid-scale operations. We are more interested in how your values are aligned with [Local Catch Network's core values](#).

**Q: Many small fishing businesses are a husband/wife (or couple of some kind) team. Does there need to be one designated attendee from the business available for the sessions or can the couple take turns attending sessions?**

A: We encourage both of you to attend the training together to ensure all members of the management / ownership team are on the same page and are able to implement the program content into your business. If there is strong continuity of information between two people, it is acceptable for the couples to take turns.

**Q: Can participants call in using a phone if they do not have access to a computer or internet? Also, can participants share access to Zoom (2-3 fishers join together to participate in sessions from one location to access technology)?**

A: Having a computer with a webcam and a microphone is ideal. It may not be a complete barrier but it would be more challenging to see information from SYLC sessions being shared via computer. Yes, multiple fishers could join together to participate. We don't want lack of access to be a reason folks don't apply, reach out to us if you are in need of additional support in this area.

**Q: Is this program specifically for wild-caught fisheries or can our aquaculture business participate?**

A: Both wild-caught and aquaculture based seafood businesses are able to participate in the program. Our main focus is to accommodate values-based seafood operations.

**Q: What days and times will SYLC sessions be scheduled?**

A: We are still working on solidifying our schedule with our trainers. Generally trainings will take place Tuesday, Wednesday, or Thursday from 10am-12pm PST either weekly or bi-weekly.

**Q: I see that SYLC participants are required to complete a Business Health Assessment (BHA) prior to the start of the program. What is a BHA and why is it necessary?**

A: A Business Health Assessment (BHA) is a holistic review of your current business operations to better understand the strengths and areas of improvement for your business. SYLC trainers will review the completed BHA's and adapt their curriculum in order to meet the needs of SYLC participants.

**Q: Are there any unexpected costs participants should consider--such as a fee for submitting a BHA, travel/lodging for the Summit?**

A: There are no costs associated with the program (including the BHA). All costs associated with the local seafood summit including registration, travel, lodging will be covered for at least 1 person from each business.

**Q: Can you describe the mentorship piece more- will there be any 1-on-1 or small group mentoring?**

A: LCN is focused on facilitating peer to peer knowledge sharing and networking. We expect that SYLC participants will increase their knowledge in the program content areas throughout the duration of the program and encourage former SYLC participants to mentor new businesses who are new to direct marketing. Ultimately once participants are accepted into the program, we will identify the appropriate approach for how mentorship will be structured.

**Q: Are our business details kept confidential during the application process and afterward?**

A: Yes, all business information is confidential in the sense that it doesn't leave the program; only the program staff reviewing applications will see your business details and information. Any business data shared with funders for reporting purposes is aggregated and not from individual businesses.

**Q: How many applicants will be selected for the program?**

A: Up to 15 participants will be accepted for the 2021-2022 cohort.

**Q: Will there be a limit to the number of businesses accepted into the program in each region? For example, East Coast, West Coast, Gulf Coast.**

A: We will be considering geographical diversity when selecting and forming our final cohort though there is currently no limit to the number of businesses in each region.

**Q: Is there a certification of completion or acknowledgement that businesses can use to promote their business?**

A: We have not done this in the past, but are totally open to this suggestion!

**Q: I am not ready or interested in applying for SYLC, but are there volunteer opportunities available with your organization?**

A: The Local Catch Network doesn't have a volunteer program in place with dedicated resources to manage this type of engagement. Occasionally, the organization offers opportunities where people work in projects in a more in depth way than a volunteer would. Specific ideas for volunteer projects can be considered on a case by case basis. If you are a technical assistance provider there may be opportunities to incorporate you into SYLC programming in the future and we ask that you contact us ([info@localcatch.org](mailto:info@localcatch.org)).

**Q: What are examples of value added products that you offer support for when applying to [USDA's Value-Added Producer grants](#)?**

A: We support SYLC participants with any kind of product that value can be added to. This can be the traditional value-added products like processed, smoked, or tinned fish.

**Q: Is there support for designing a processing facility layout? What about support to navigate state and federal production regulations?**

A: We do not provide support for setting up processing facilities or navigating production regulations. The USDA offers no-cost architectural services for stakeholders across the country including initial design and plan evaluation for the construction or remodeling of wholesale markets, farmers markets, public markets, and food hubs. See [here](#) for more information.

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If you have additional questions, contact Jordan Richardson ([jordan.richardson@maine.edu](mailto:jordan.richardson@maine.edu)) and Tyson Rasor ([trasor@ecotrust.org](mailto:trasor@ecotrust.org)).